



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

And:

Greer Margolis Mitchell Burns
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

Product	Contract / Revision	Alt Order #
	938958 /	06259023
Issue		
Contract Dates	Estimate #	
09/25/12 - 11/06/12	1540 DSCC #1540	
Advertiser	Original Date / Revision	
Democratic Senatorial Campaign Committee	08/21/12	/ 08/21/12
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KOAT	Mary Tricoli	HRP -Washington
Special Handling		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
9912856	49	53
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/		Type	Spots	Amount
								Week	Rate			
N 18	KOAT	09/29/12	11/03/12	Action 7 News @ 5p Sat	5-530p		:30			NM	7	\$4,900.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week								
Week: 09/24/12	09/30/12	-----1-		1								
Week: 10/01/12	10/07/12	-----1-		1								
Week: 10/08/12	10/14/12	-----1-		1								
Spot	Ch	Date Range	Description		Start/End Time	Weekdays	Length		Rate	Type		
3	KOAT	10/08/12-10/14/12	Action 7 News @ 5p Sat		5-530p	-----Sa--	:30		\$550.00	NM		
See MG 18.7,18.8												
7	KOAT	09/29/12-09/29/12	ABC Prime College Football	6-10p		-----Sa--	:30		\$1,350.00	NM		
④ MG for 19.3,24.3,19.2,24.2,18.3												
8	KOAT	10/06/12-10/06/12	Sa A7N Balloon Fiesta	6-9a		-----Sa--	:30		\$800.00	NM		
④ MG for 19.3,24.3,19.2,24.2,18.3												
Week: 10/15/12	10/21/12	-----1-		1								
Week: 10/22/12	10/28/12	-----1-		1								
Week: 10/29/12	11/04/12	-----1-		1								
N 19	KOAT	09/29/12	11/03/12	Sa 6a A7N More in the AM	6-9a		:30			NM	4	\$2,500.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week					Rate	Type		
Week: 09/24/12	09/30/12	-----1-		1					\$625.00			
Week: 10/01/12	10/07/12	-----1-		1					\$625.00			
Spot	Ch	Date Range	Description		Start/End Time	Weekdays	Length		Rate	Type		
2	KOAT	10/01/12-10/07/12	Sa 6a A7N More in the AM		6-9a	-----Sa--	:30		\$625.00	NM		
See MG 18.7,18.8												
Week: 10/08/12	10/14/12	-----1-		1					\$625.00			
Spot	Ch	Date Range	Description		Start/End Time	Weekdays	Length		Rate	Type		
3	KOAT	10/08/12-10/14/12	Sa 6a A7N More in the AM		6-9a	-----Sa--	:30		\$625.00	NM		
See MG 18.7,18.8												
Week: 10/15/12	10/21/12	-----1-		1					\$625.00			
Week: 10/22/12	10/28/12	-----1-		1					\$625.00			
Week: 10/29/12	11/04/12	-----1-		1					\$625.00			
N 24	KOAT	09/30/12	11/04/12	5-6a			:30			NM	4	\$700.00
Class of Time - Fixed Non Pre-emptible												

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

Contract / Revision 938958 /	Alt Order # 06259023	
Contract Dates 09/25/12 - 11/06/12	Product Issue	Estimate # 1540 DSCC #1540
Advertiser Democratic Senatorial Ca		Original Date / Revision 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week: 09/24/12		09/30/12		-----1		1		\$175.00				
Week: 10/01/12		10/07/12		-----1		1		\$175.00				
Spot Ch	Date Range			Description	Start/End Time	Weekdays	Length		Rate	Type		
2 KOAT	10/01/12-10/07/12			5-6a	5-6a	-----St	:30		\$175.00	NM		
See MG 18.7, 18.8												
Week: 10/08/12		10/14/12		-----1		1		\$175.00				
Spot Ch	Date Range			Description	Start/End Time	Weekdays	Length		Rate	Type		
3 KOAT	10/08/12-10/14/12			5-6a	5-6a	-----St	:30		\$175.00	NM		
See MG 18.7, 18.8												
Week: 10/15/12		10/21/12		-----1		1		\$175.00				
Week: 10/22/12		10/28/12		-----1		1		\$175.00				
Week: 10/29/12		11/04/12		-----1		1		\$175.00				
											Totals	353 \$283,975.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
08/27/12 -09/30/12	39	\$33,300.00	\$28,305.00	\$1,981.35	\$30,286.35
10/01/12 -10/28/12	224	\$180,850.00	\$153,722.50	\$10,760.58	\$164,483.08
10/29/12 -11/05/12	90	\$69,825.00	\$59,351.25	\$4,154.59	\$63,505.84
Totals	353	\$283,975.00	\$241,378.75	\$16,896.52	\$258,275.27

Signature: _____ Date: _____

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INVOICE



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
Main: (505)884-7777
Billing: (916)325-3266
www.koat.com

Billing Address:

Greer Margolis Mitchell Burns
Attention: Accounts Payable
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

Send Payment To:

KOAT
PO Box 26868
Lehigh Valley, PA 18002-6868

Invoice #	Invoice Date	Invoice Month	Invoice Period
939848-1	08/19/12	August 2012	07/30/12 - 08/13/12

Station	Account Executive	Sales Office	Sales Region
KOAT	Mary Tricoli	HRP -Washington	National

Advertiser	Product	Estimate Number
Demographic	Issue	1566 DSCC #1566

Flight Dates	Order #	Alt Order #
08/07/12 - 08/13/12	939848	06264755

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	49	53

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	08/07/12	08/13/12	Kimmel	1135p-1235a	MTWTF--	:30	4	\$125.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date 08/07/12 End Date 08/13/12 MTWTFSS MTWTF-- Spots/Week 4 Rate \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 KOAT Tu 08/07/12 12:27 AM Kimmel 1135p-1235a :30 DSCCNM201201TH \$125.00 NM									
2 KOAT W 08/08/12 12:12 AM Kimmel 1135p-1235a :30 DSCCNM201201TH \$125.00 NM									
4 KOAT F 08/10/12 12:30 AM Kimmel 1135p-1235a :30 DSCCNM201201TH \$125.00 NM									
1 KOAT M 08/13/12 12:08 AM Kimmel 1135p-1235a :30 DSCCNM201201TH \$125.00 NM									
2	08/07/12	08/13/12	Anderson Cooper	11a-12n	MTWTF--	:30	5	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date 08/07/12 End Date 08/13/12 MTWTFSS MTWTF-- Spots/Week 5 Rate \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 KOAT Tu 08/07/12 11:46 AM Anderson Cooper 11a-12n :30 DSCCNM201201TH \$175.00 NM									
1 KOAT W 08/08/12 11:28 AM Anderson Cooper 11a-12n :30 DSCCNM201201TH \$175.00 NM									
4 KOAT Th 08/09/12 11:38 AM Anderson Cooper 11a-12n :30 DSCCNM201201TH \$175.00 NM									
3 KOAT F 08/10/12 11:31 AM Anderson Cooper 11a-12n :30 DSCCNM201201TH \$175.00 NM									
2 KOAT M 08/13/12 11:45 AM Anderson Cooper 11a-12n :30 DSCCNM201201TH \$175.00 NM									
3	08/07/12	08/13/12	Chew, The	12-1pm	MTWTF--	:30	2	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date 08/07/12 End Date 08/13/12 MTWTFSS MTWTF-- Spots/Week 2 Rate \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 KOAT F 08/10/12 12:57 PM Chew, The 12-1pm :30 DSCCNM201201TH \$200.00 NM									
1 KOAT M 08/13/12 12:34 PM Chew, The 12-1pm :30 DSCCNM201201TH \$200.00 NM									
4	08/07/12	08/13/12	Action 7 News @ 5p	5-530p	MTWTF--	:30	5	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date 08/07/12 End Date 08/13/12 MTWTFSS MTWTF-- Spots/Week 5 Rate \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 KOAT Tu 08/07/12 5:13 PM Action 7 News @ 5p 5-530p :30 DSCCNM201201TH \$600.00 NM									
1 KOAT W 08/08/12 5:23 PM Action 7 News @ 5p 5-530p :30 DSCCNM201201TH \$600.00 NM									
2 KOAT Th 08/09/12 5:26 PM Action 7 News @ 5p 5-530p :30 DSCCNM201201TH \$600.00 NM									
5 KOAT F 08/10/12 5:22 PM Action 7 News @ 5p 5-530p :30 DSCCNM201201TH \$600.00 NM									
3 KOAT M 08/13/12 5:23 PM Action 7 News @ 5p 5-530p :30 DSCCNM201201TH \$600.00 NM									

INVOICE

Send Payment To:

KOAT
PO Box 26868
Lehigh Valley, PA 18002-6868

Invoice #	Invoice Date	Invoice Month	Invoice Period
939848-1	08/19/12	August 2012	07/30/12 - 08/13/12
Advertiser		Product	Estimate Number
Democratic Senatorial Cam		Issue	1566 DSCC #1566



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
5	08/07/12	08/13/12	Action 7 News @ 6p	6-630p	MTWTF--	:30	5	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/12 08/13/12 MTWTF-- 5 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KOAT Tu 08/07/12 5:59 PM Action 7 News @ 6p 6-630p :30 DSCCNM201201TH \$800.00 NM 3 KOAT W 08/08/12 6:23 PM Action 7 News @ 6p 6-630p :30 DSCCNM201201TH \$800.00 NM 5 KOAT Th 08/09/12 6:13 PM Action 7 News @ 6p 6-630p :30 DSCCNM201201TH \$800.00 NM 4 KOAT F 08/10/12 6:24 PM Action 7 News @ 6p 6-630p :30 DSCCNM201201TH \$800.00 NM 2 KOAT M 08/13/12 6:24 PM Action 7 News @ 6p 6-630p :30 DSCCNM201201TH \$800.00 NM									
6	08/07/12	08/13/12	Good Morning America	7-9a	MTWTF--	:30	9	\$525.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/12 08/13/12 MTWTF-- 9 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KOAT Tu 08/07/12 7:26 AM Good Morning America 7-9a :30 DSCCNM201201TH \$525.00 NM 6 KOAT Tu 08/07/12 8:47 AM Good Morning America 7-9a :30 DSCCNM201201TH \$525.00 NM 2 KOAT W 08/08/12 7:49 AM Good Morning America 7-9a :30 DSCCNM201201TH \$525.00 NM 7 KOAT Th 08/09/12 7:29 AM Good Morning America 7-9a :30 DSCCNM201201TH \$525.00 NM 3 KOAT Th 08/09/12 8:47 AM Good Morning America 7-9a :30 DSCCNM201201TH \$525.00 NM 4 KOAT F 08/10/12 7:27 AM Good Morning America 7-9a :30 DSCCNM201201TH \$525.00 NM 9 KOAT F 08/10/12 8:54 AM Good Morning America 7-9a :30 DSCCNM201201TH \$525.00 NM 5 KOAT M 08/13/12 7:42 AM Good Morning America 7-9a :30 DSCCNM201201TH \$525.00 NM 8 KOAT M 08/13/12 8:42 AM Good Morning America 7-9a :30 DSCCNM201201TH \$525.00 NM									
7	08/07/12	08/13/12	Live with Regis & Kelly 9-9-10a		MTWTF--	:30	4	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/12 08/13/12 MTWTF-- 4 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KOAT Tu 08/07/12 9:28 AM Live with Regis & Kelly 9-10a 9-10a :30 DSCCNM201201TH \$200.00 NM 3 KOAT W 08/08/12 8:59 AM Live with Regis & Kelly 9-10a 9-10a :30 DSCCNM201201TH \$200.00 NM 4 KOAT Th 08/09/12 9:36 AM Live with Regis & Kelly 9-10a 9-10a :30 DSCCNM201201TH \$200.00 NM 2 KOAT M 08/13/12 9:56 AM Live with Regis & Kelly 9-10a 9-10a :30 DSCCNM201201TH \$200.00 NM									
<u>Total Spots</u>						34			

Gross Total \$14,300.00Agency Commission \$2,145.00Net Amount Due \$12,155.00

New Mexico Tax Rate 7.0% \$850.85

Amount Due \$13,005.85